

## **Graphic Design & New Media Alumni Association Logo Competition**

In line with this year's Artvolution, the event will be holding a couple of competitions for Binus Northumbria School of Design, Graphic Design & New Media (GDNM) current students and public, as well as alumni community. One of the competitions is to create a logo for the Alumni Association, and it welcomes alumni from batch 2011 up until recent graduates to join.

As the GDNM Program has established an Alumni Association, we invite alumni to participate in being involved by creating a logo as a suitable way of presenting the association itself. With this, the competition will play a role in promoting the association and to expand the community of the Binus Northumbria School of Design GDNM alumni from the first batch of graduates.

The logo should represent the very basic idea of Binus Northumbria School of Design, Graphic Design and New Media students in the simplest form. As lively, talented, determined and creative human beings, we all strive with our passion through our creative talents during our studies and in professional careers.

The competition will be held from the present time up until 4th December 2016, prior to the start of the Artvolution week. The winners will be announced during the Graphic Design & New Media Days of Artvolution on the 8th December 2016.

One winner with a winning prize of IDR 5,000,000 will be chosen as the official logo of the Alumni Association, along with two runner-ups with a prize of IDR 1,000,000 each are selected by the judges.

### **The timeline of the competition:**

4<sup>th</sup> December 2016:  
Last Submission of Logo from Participants

6<sup>th</sup> December 2016:  
Selection of Winners

8<sup>th</sup> December 2016:  
Announcement of Winners at Artvolution

The judges in this logo competition:

1. Yanti Sastrawan, to represent GDNM Alumni Association
2. Vera Jenny Basiroen and Novi Dila Kana, to represent Binus Northumbria School of Design, Graphic Design and New Media Program
3. Yuli Dwi Dianasari, to represent BINUS SAGE

Submissions are to be sent via e-mail, with details of the participant and a brief concept of the logo to.

The submission requirements:

1. Submit your final logo design to [sastrawan.yanti@gmail.com](mailto:sastrawan.yanti@gmail.com) with the subject **GDNM Alumni Association Logo Competition**.
2. The size of the submitted logo is **500 x 500 px** in **png** format. Obviously, keep your original raw files from Illustrator, as you may be the lucky winner!
3. Your logo must include a **strapline/tagline** stating 'GDNM Alumni Association'
4. A logo has to be simple and direct. As this logo portrays lively, talented and determined students, the keywords for this logo are: **exciting, bold** and **creative**.
5. List your **full name, alumni batch or the year you graduated, mobile number, e-mail, and one of your most used social media accounts (if applicable)**, as well as a **short concept brief about your logo**.

Have fun, and good luck!